



NVTTC's Program Advisory Committee (PAC)

Thursday June 18, 2026

Agenda

1. Welcome
2. April 16, 2026 PAC Meeting Summary
3. Envision Route 7
4. Microtransit
 - a) Arlington County Pilot
 - b) OmniRide Lessons Learned
5. Other Items





3. Envision Route 7



Envision Route 7: Prioritizing Bus Riders

June 18, 2026



Route 7 Connects Northern Virginia

The Backbone of the Northern Virginia Transit System

The Route 7 Corridor

- Key transportation corridor
- **57K** people live along this route
- **12%** don't own a car

Metrobus F20

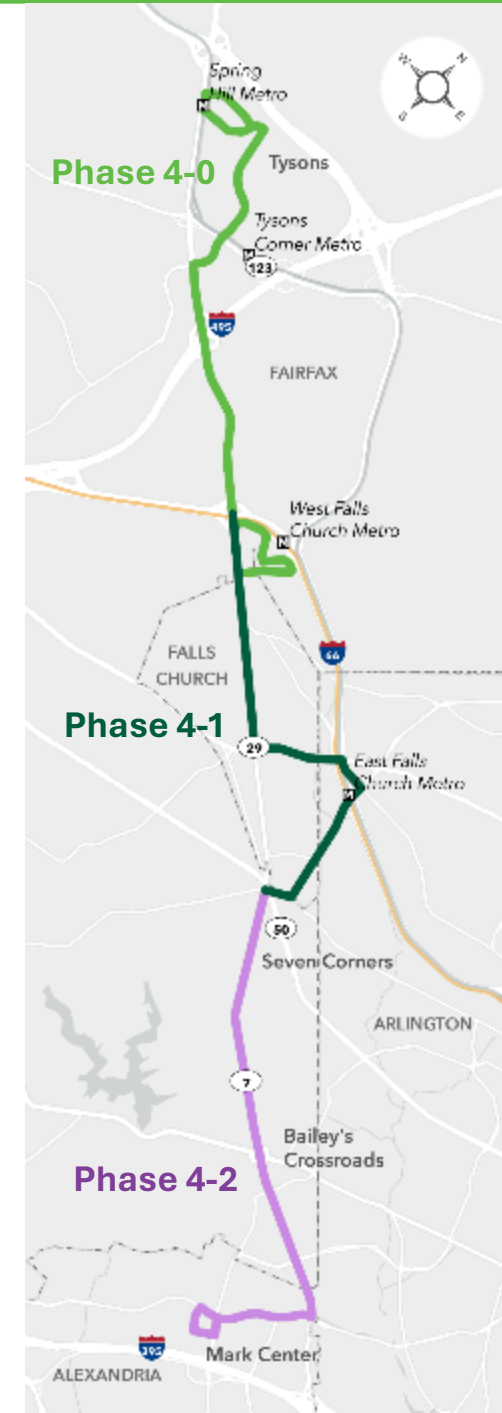
- Carries **2.4M** people each year
- Busiest route in Virginia

Current Phase 4-2

- Falls Church to Alexandria Mark Center
- Outreach and determining corridor treatments



As the region grows, buses are a more efficient use of roadway space



Phase 4-2: Outreach and Rider Preference Guides Decision Making

Traffic Modeling

Quantitative Analysis

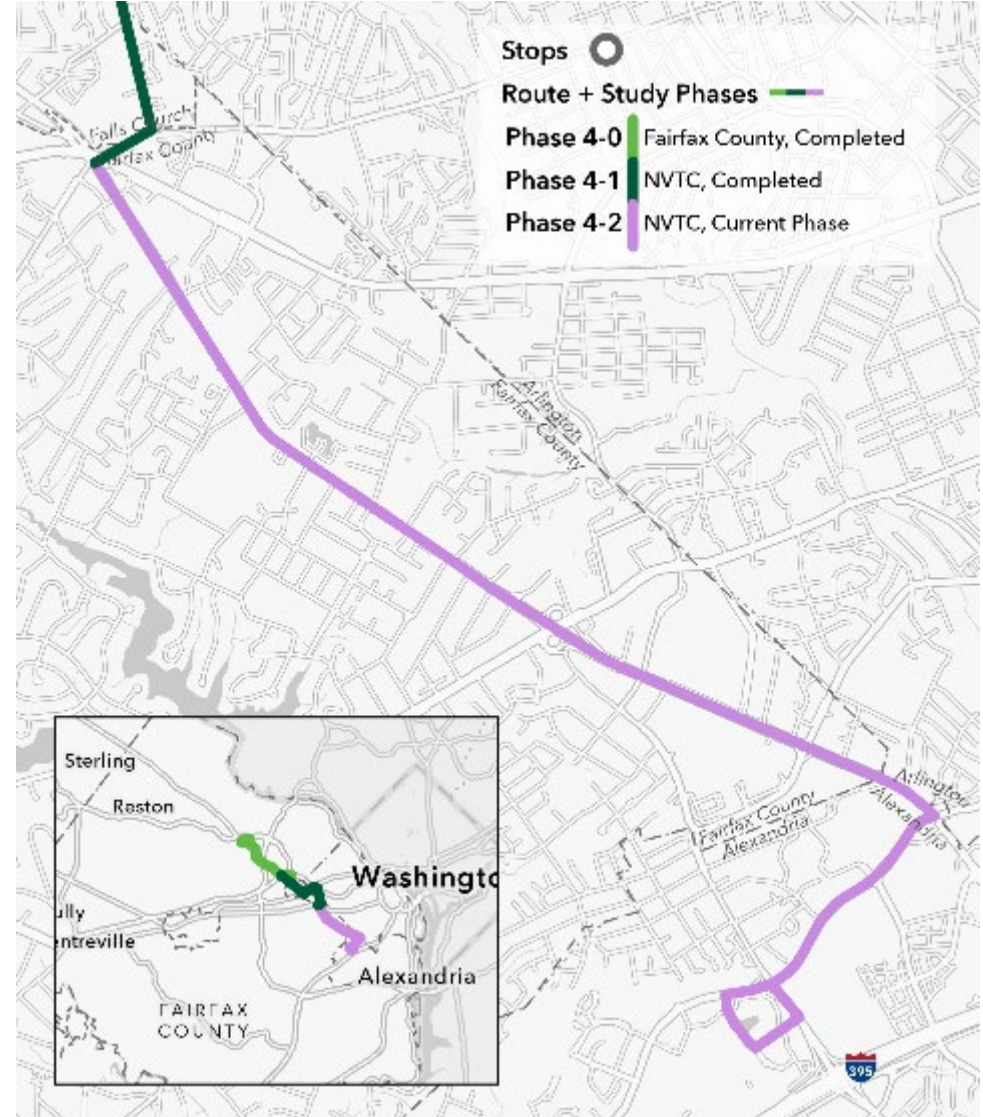
Comparing curb vs center running bus lanes



Outreach

Qualitative Analysis

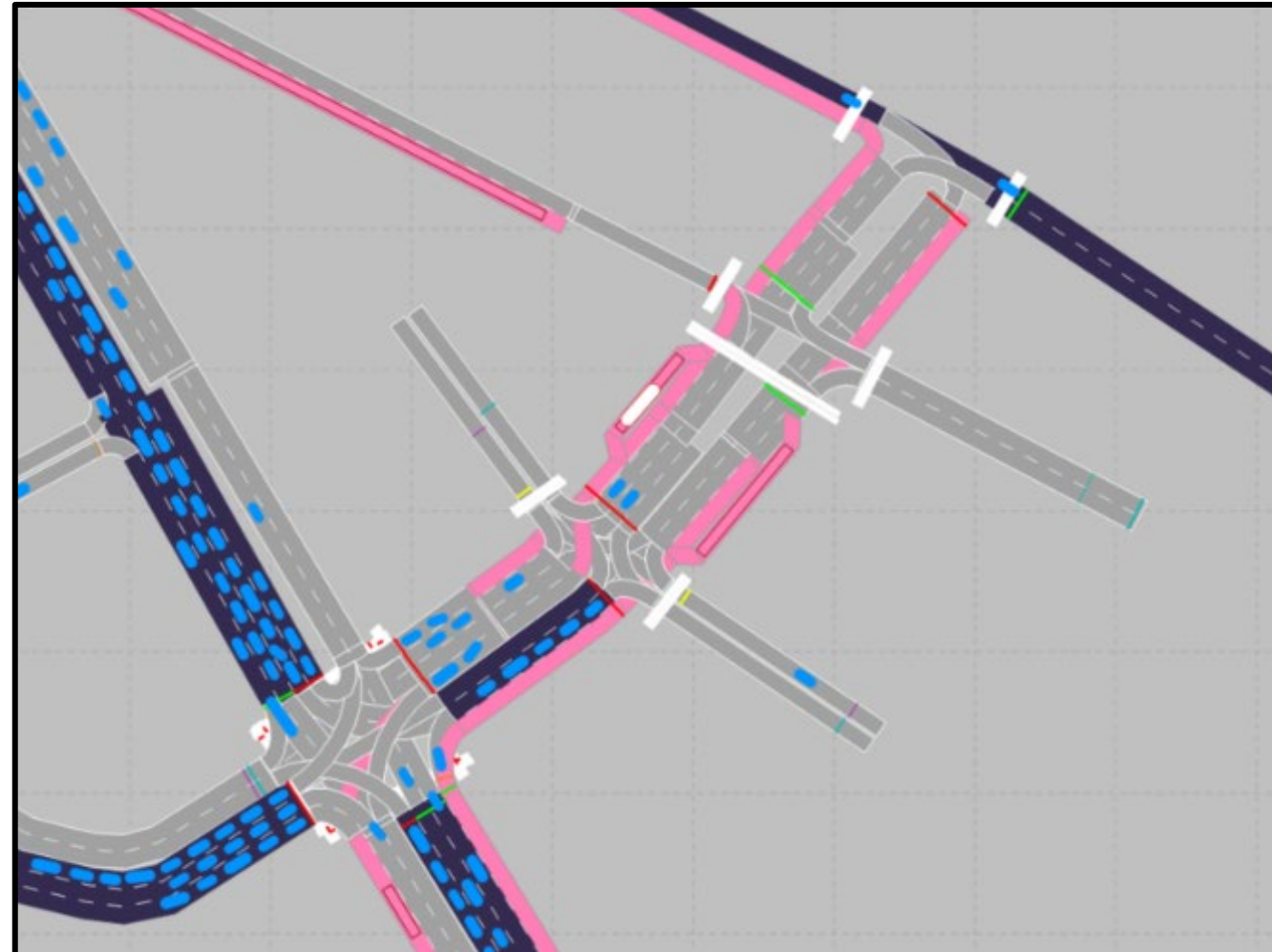
Gather feedback and educate on high level trade-offs



Traffic Modeling Identifies Design Tradeoffs

Comparing Future Scenarios

- No Build
- Alternative 1: Center-Running Bus Lanes
- Alternative 2: Curb-Running Bus Lanes



Ongoing coordination
with VDOT

Modeling Concept



Spring Outreach



Reaching People in Their Daily Lives

Pop-Up Events

- ★ Global Foods
- ★ Eden Center
- ★ Mark Center
- ★ Southern Towers
- ★ Halalco Halal Meat Groceries

Business Outreach

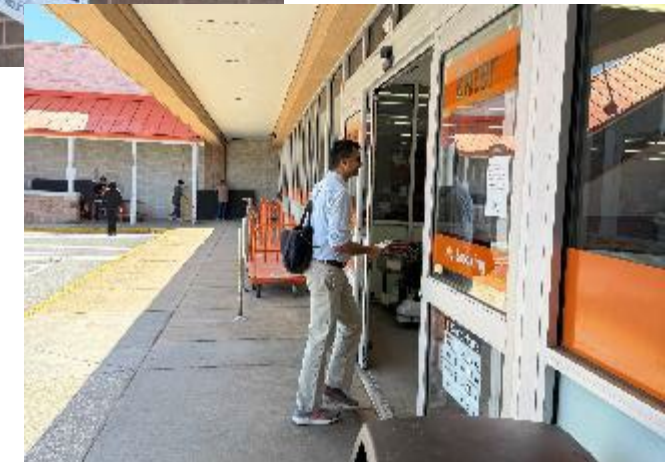
- ★ Seven Corners
- ★ Culmore
- ★ Bailey's Crossroads



516 total interactions

- 214 in English
- 35 in Vietnamese
- 263 in Spanish
- 4 in Amharic

Educating people on curb vs center running bus lanes



Visiting businesses

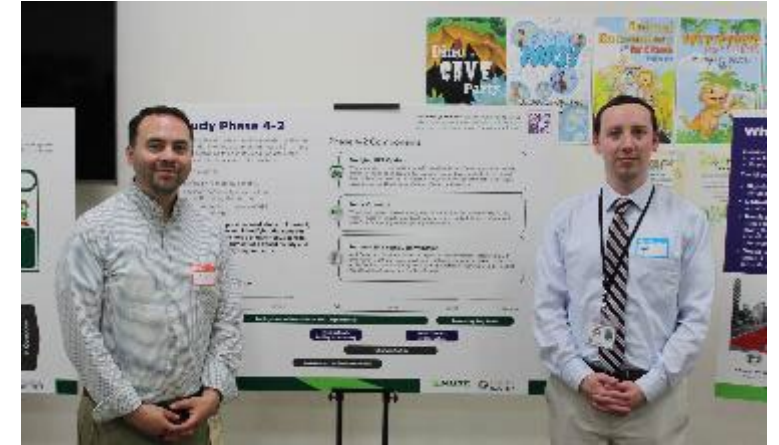
In-Depth Conversations With the Community

Envision Route 7 Open House

Tuesday, June 9

Ellen Coolidge Burke Community Library

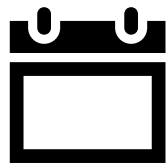
City of Alexandria



Gathering Insights With the Survey

Survey Questions

- Bus rider experience
- Why don't you ride the bus?
- Bus priority treatment preferences
- Demographic information



Survey Ends
Friday, June 19



NVTC ENVISION ROUTE 7
NORTHERN VIRGINIA TRANSPORTATION COMMISSION

English (US)

Envision Route 7

Phase 4-2 Feedback Form (Spring 2026)

To complete the feedback form in another language, please use the drop-down list in the top right corner.

Para completar el formulario de comentarios en español, utilice la lista desplegable en la esquina superior derecha.

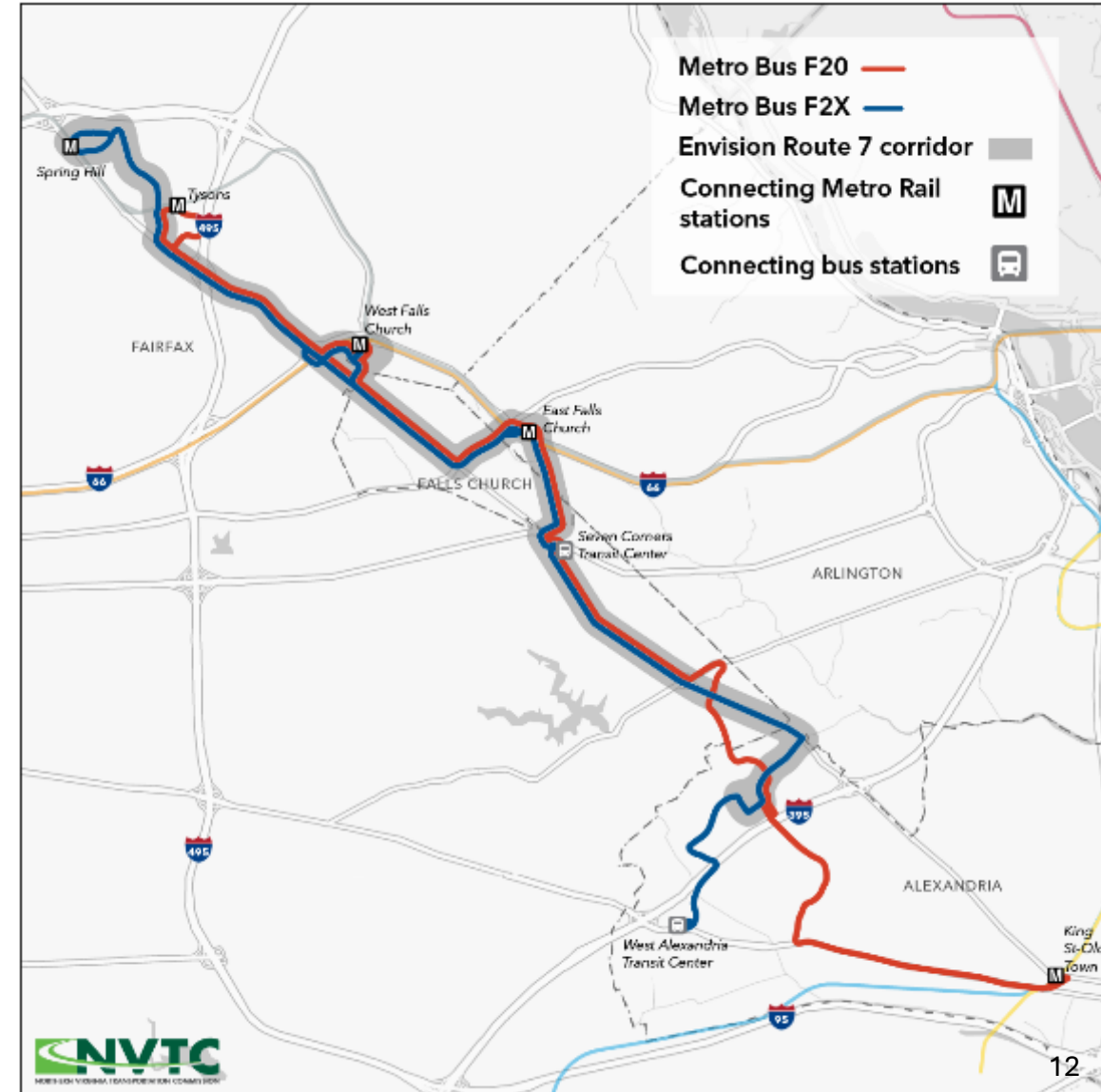
Để hoàn thành biểu mẫu phản hồi bằng tiếng Việt, vui lòng sử dụng danh sách thả xuống ở góc trên bên phải.

New Metrobus F2X Provides Immediate Benefits

- **Commuter Choice funding enables more buses in peak hours**
- More buses = less waiting
- Fewer stops = faster travel times



Begin operation in December 2026



Where We Are



Studied the whole corridor for traffic impacts



Established Route 7 is priority corridor



Provide tangible benefits to riders



Coming This Fall



Share the final takeaways



**Build regional consensus
on path forward**



**Identify short- and
medium-term projects to
advance program goals**



Thank you!



Vikram Sinha

Senior Program Manager Envision Route 7

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novatransit.org | @novatransit





4. Microtransit



Microtransit Pilot

NVTC Program Advisory Committee

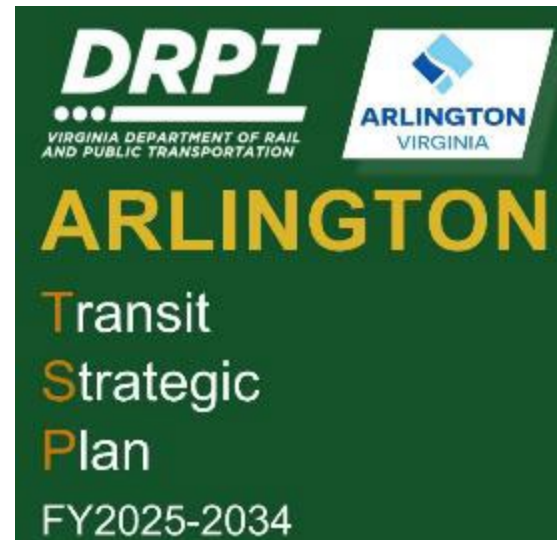
Paul Mounier

Arlington Transit
06/18/2026



Background

- Initial consideration of microtransit dates back to the 2017-2026 Transit Development Plan (TDP).
- The concept later resurfaced within the Arlington Transit Strategic Plan (ATSP) 2025-2034 adopted in fall 2023.
- A formal implementation plan was subsequently developed in the summer 2024.
- A \$2.5 million demonstration grant, which incorporates a \$500,000 local match, was awarded by the Virginia Department of Rail and Public Transportation (DRPT).
- Efforts are currently underway at Arlington Transit to extend the grant and broaden the Microtransit service zones.
- Following the pilot's conclusion, the County intends to assess its outcomes and pursue funding sources needed to sustain microtransit service.



ARLINGTON COUNTY

Microtransit Implementation Plan

Existing Conditions and Summary of Microtransit Service Models

Final: August 2024



Pilot Design

Trip Options

Both locations **within** the Proposed Zone:

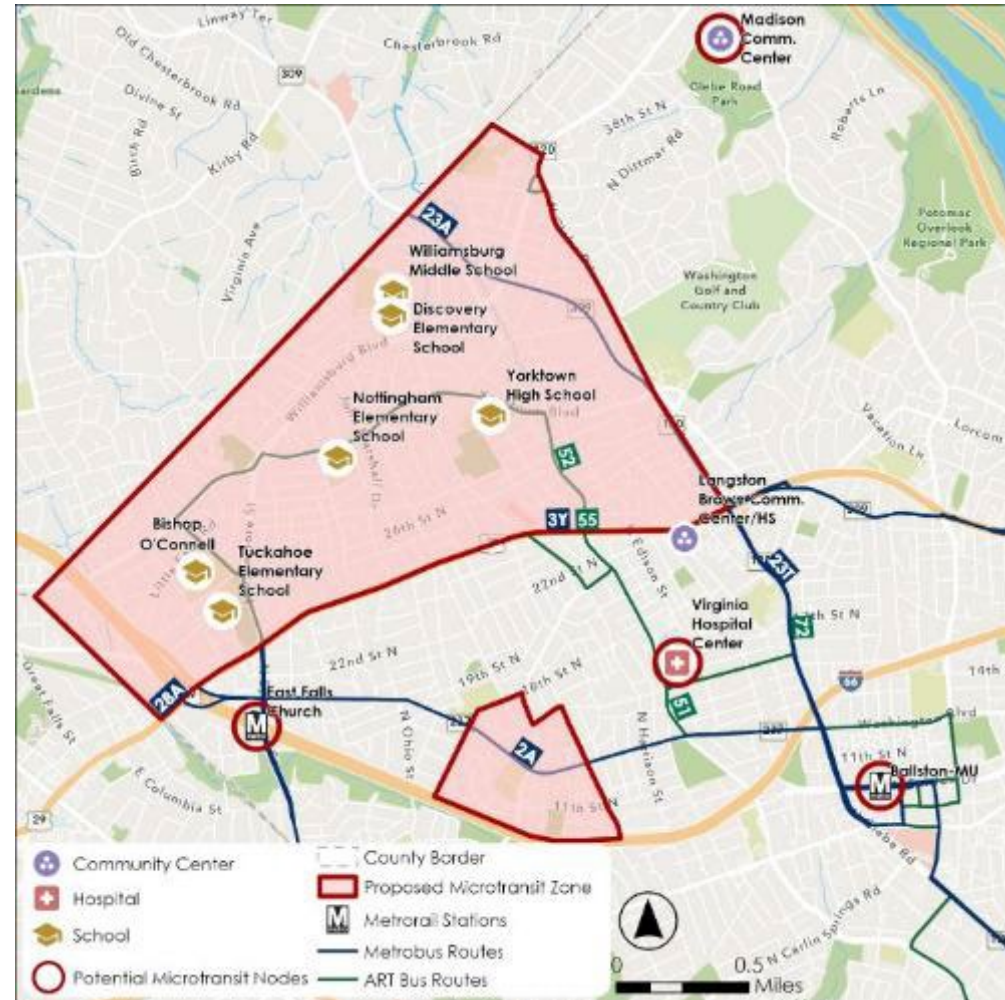


One location is **within** Proposed Zone

One location is a **Potential Node**:



Trips may require a short walk to/from pick-up or drop-off points.



Pilot Design Cont.

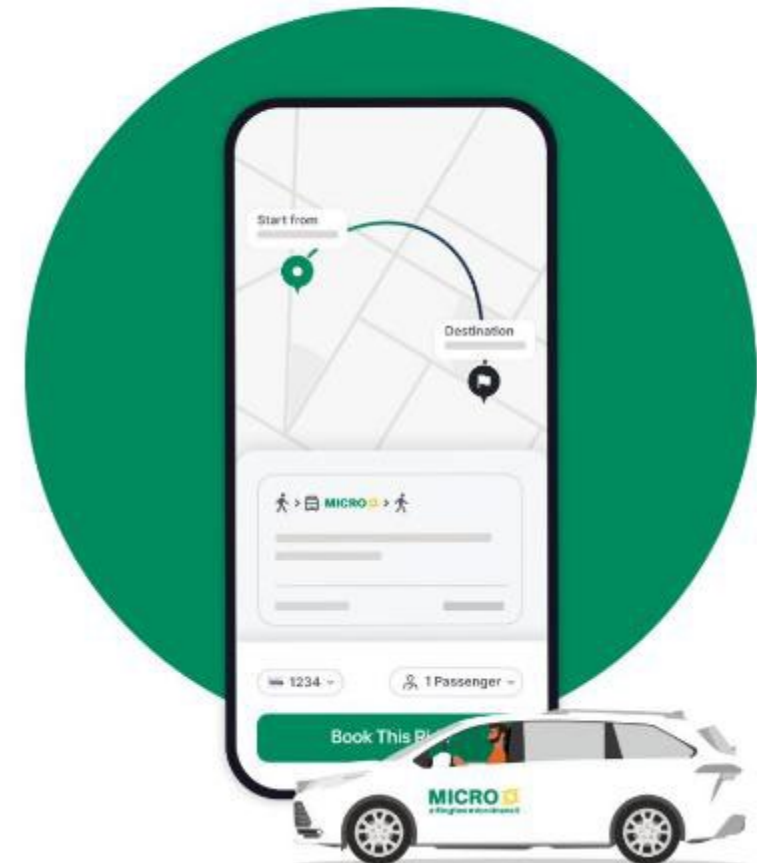
- **Turn-key contract with Via**

- **Via's responsibilities**

- Provide vehicles and maintenance
- Hire operators as W-2 employees
- Operate service

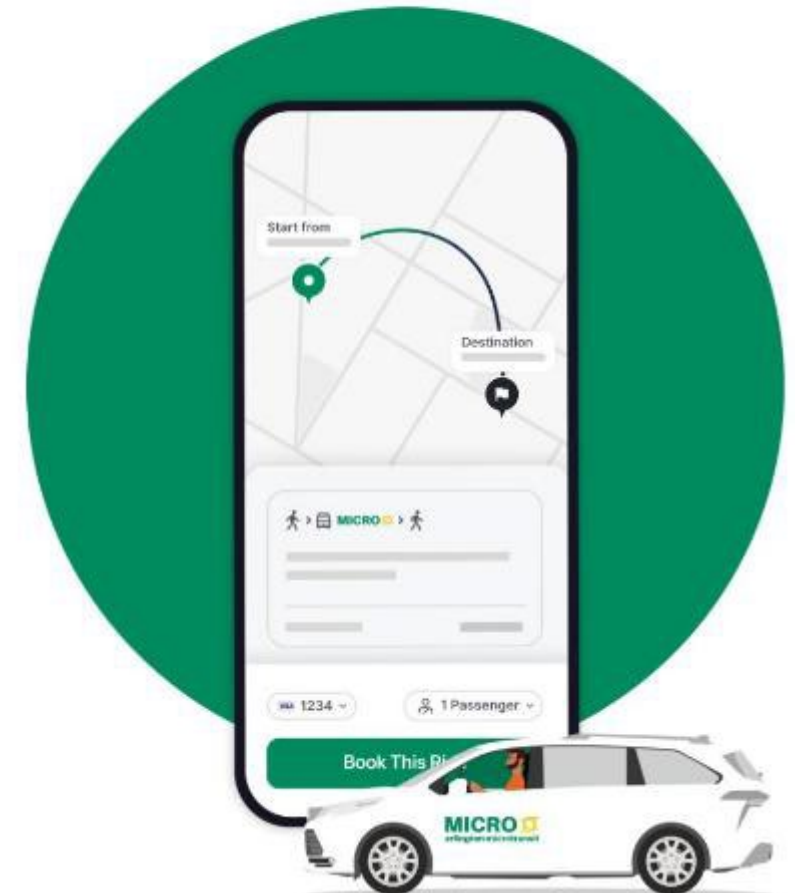
- **Arlington Transit's Responsibility**

- Pilot oversight
- Service design



Pilot Design Cont..

- **Pilot Service Fare (credit or debit card only):**
 - \$4.50 per ride
 - \$2.25 for seniors, persons with disabilities, and K–12 students
 - \$2.25 for rides that start or end at Ballston Metrorail Station or East Falls Church Metrorail Station
- **Promotion:** Riders receive their first six free rides after an account is created..
- **On-Demand Rides:** Trips can be requested in real-time through the app or by phone. Rides are dynamically routed to support efficient shared trips.
- **Accessible Service:** Wheelchair-accessible service is available on-demand or can be pre-booked up to 24 hours in advance.
- **How to Ride:** Download the MICRO Arlington Microtransit app by visiting city.ridewithvia.com/art or calling [571-517-4181](tel:571-517-4181) to book a ride.



Electric Vehicles



Metrics: April 13, 2026 - May 31, 2026

Rider Growth ▼



Date Range: 04/13/2026 - 05/31/2026

Periods by: Weeks

Download ▼

Accounts created

1,119

of Riders made at least one ride...

412

of Riders completed 1+ booking

132

of Riders completed 2+ bookings

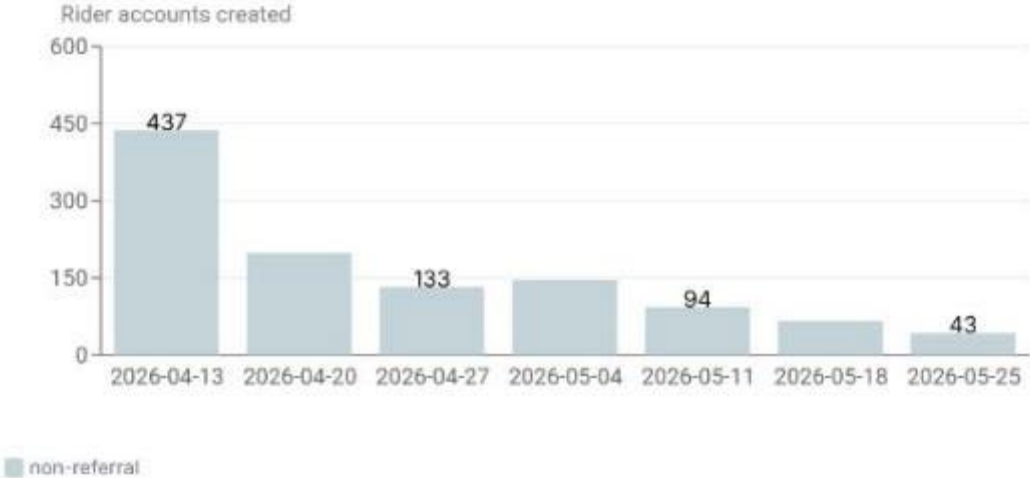
75

of Riders completed 5+ bookings

28

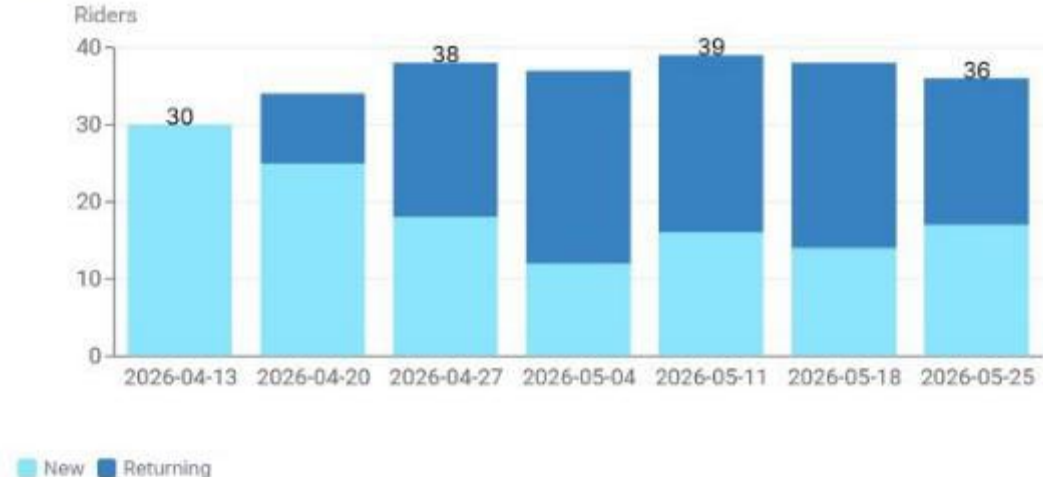
Accounts Created Trend

Number of accounts created segmented by acquisition source.

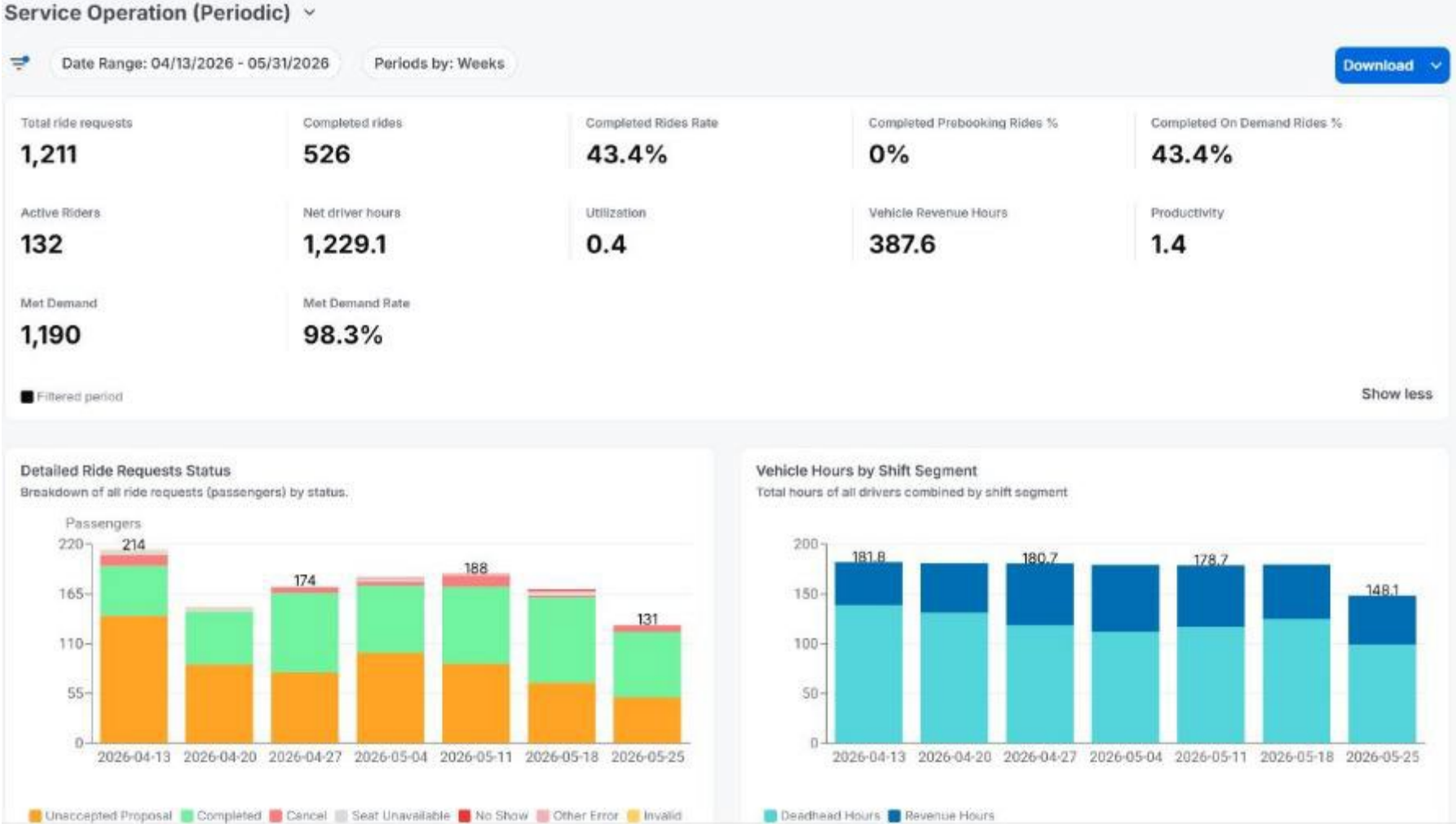


Active Riders

Riders who took a ride in the period selected (broken down by those who took their first ride ever and returning riders).



Metrics: April 13, 2026 - May 31, 2026

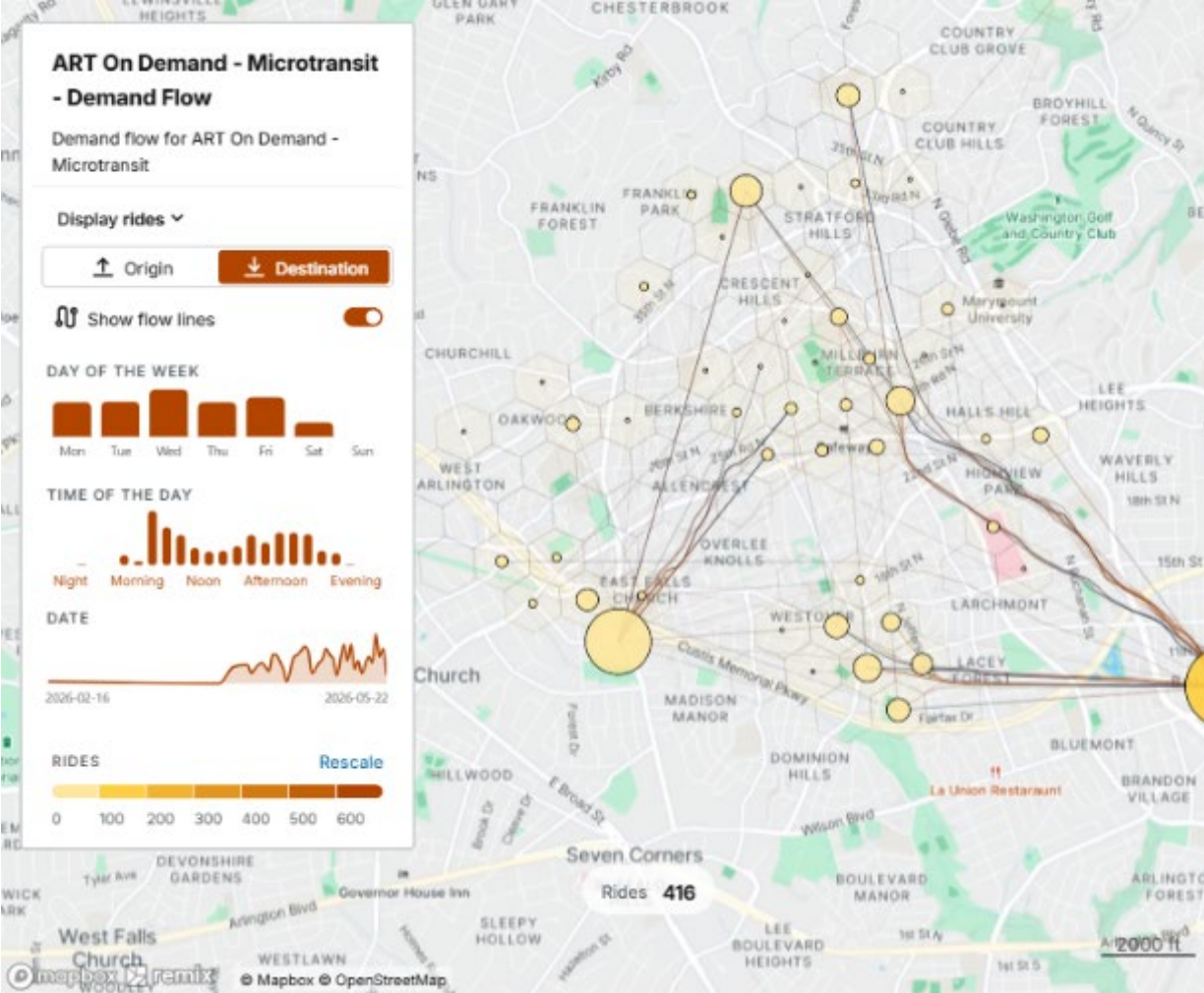


Opportunities & Evaluation

Diamond Transportation
703-548-6500
www.DiamondTransp



- **Potential opportunities**
 - Based on previously identified zones (TDP 2017-2026) and areas which lack connections to transit
 - Prior and current input from the community

- **Evaluation Criteria**
 - Customer satisfaction
 - Ridership
 - Productivity – Riders/Revenue Hour
 - Funding opportunities



THANK YOU

Paul Mounier

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-  • pmounier@arlingotnva.us
-  • <https://www.arlingtontransit.com/>
-  • 2100 Clarendon Blvd., Suite 900
Arlington, VA 22201





OMNIRIDE makes Mobility easy!

Microtransit Lessons Learned

Why Microtransit?

- **Underutilized Fixed-Route**
- **Heavy residential**
- **Infrequent service/Span of Service**
- **Provide flexible options**
- **Smaller Vehicles**
- **Easy to modify service area**



OmniRide Connect
Microtransit Service

Microtransit for Underutilized Areas

- **Route 68**
- **Existed since December 2019**
- **Lowest ridership of all local routes**
- **Lack of trip generators / mostly residential**
- **Shortest span of service**
- **Long headways**
- **Public Perception**
- **Inefficient at current ridership level**



Outreach to Passengers

- **Resistance to change/petitions**
- **Customers liked Route 68**
- **Low frequency did not matter**
- **Many senior citizens and customers with language barriers**
- **Passengers likened this to needing to ask for permission to ride**
- **Surveys**
- **Heavy promotion**
- **Convincing this was going to be better**



Implementation

- **Soft launch December 2022**
- **Local route eliminated January 2023**
- **Comingled with Paratransit**
- **Use data to determine further adjustments**
- **RideCo Software**
 - **App based**
 - **Website**
 - **Customer Call Center**



Expansion of Service

- **Began June 2023**
- **Originally designed to connect Town of Quantico residents to transit**
- **Operates alongside existing transit**
- **Expanded service along Route 234**
- **Comingled with Paratransit**



What can Microtransit do for You?

- It does not necessarily save money to operate
- Flexibility allows experimentation and better use of assets
 - Electric vehicle introduction
- Trial and error is ok
- Talk to customers, explain it, provide variety of options for booking
- Find ways to comingle with paratransit for additional efficiencies
- Have policies to avoid abuse of service



Any Questions?



OmniRide.com • 703-730-6664



5. Other Items

Next PAC Meeting September 17

